REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. Applicant has amended Claims 1, 8, 13, 20, 25 and 26. Applicant has added Claim 27. Applicant respectfully submits that no new matter has been added, thus, Claims 1-27 remain pending in the present application. This application has been carefully reviewed in light of the Official Action mailed January 9, 2006 and the comments made by the Examiner. Applicant respectfully requests reconsideration and favorable action in this case.

Rejections Under 35 U.S.C. § 103

Claims 1-26 stand rejected as obvious over U.S. Publication No. 2002/0152237 ("Cohen") in view of U.S. Patent No. 5,991,735 ("Gerace").

In order to establish a prima facie case of obviousness, the prior art references must teach or suggest all of the claim limitations; there must be is some suggestion or motivation in the references (or within the knowledge of one of ordinary skill in the art) to modify or combine the references; and there must be a reasonable expectation of success. M.P.E.P. 2142, 2143; In re Vaeck, 947 F.2d 488, 20 U.S.P.Q.2d 1438 (Fed. Cir. 1991).

The Applicant respectfully submits that the combination of the Cohen and Gerace references do not disclose all of the claim limitations of Claims 1-26.

Independent Claims 1, 8, 13, 20 and 25

Claim 1, as amended, recites a method for "receiving a first frame identifier and a first network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame of a view provided by a location distinct from the tracking location and the first frame identifier is assigned in code executable to present the view, finding a record including the first frame identifier, a second network address, and a second time, wherein the second time precedes the first time and generating an entry for a table that includes the first frame identifier, the first network address, the second network address, and a third time." Claims 8, 13, 20, 25 and 26 recite similar limitations.

Thus, embodiments of the invention can be used to track a user's movements between network addresses with more specificity by allowing the determination of the origination of a request at locations distinct both from the location from where a request originated or a location

providing a web page or view to a user. For example, code executable to present a view may be sent from a web server to a user and the view presented to a user. This view may contain a first frame containing a link to a first network address. This first network address may be requested from a first frame at a first time. This first frame may have a frame identifier associated with it. More particularly, in the code sent from the web server and operable to present the view (including the first frame), a frame identifier may be assigned to the first identifier. This first network address and first frame identifier may be received at a tracking location (such as a server) which is distinct from the location (such as a web server) which provided the view from which the request was made for the first network address.

By identifying a frame using a frame identifier assigned in code operable to present that view, the frame selected can be identified regardless of how the code is actually rendered or the view presented. For example, identical code (e.g. which assigns a frame identifier to a frame) may be rendered one way, with the frame in one location, on a particular application (e.g. Internet Explorer for Windows) and another distinct way one way, with the frame in another location, on another application (e.g. Safari for Macintosh). Because the frame identifier is assigned in the code for presenting the view, a selected frame can be identified regardless of the application rendering the code, or how the code is presented by the rendering application.

After reviewing the portions of the Cohen and Gerace references cited in the Office Action, Applicant believes that neither Gerace nor Cohen discloses at least, "receiving a first frame identifier and a first network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame of a view provided by a location distinct from the tracking location and the first frame identifier is assigned in code executable to present the view," as recited by Claim 1

More specifically, Gerace recites that a upon a user logging onto program 31, program 31 generates an initial screen view for display to the user. This screen view provides various menu selections of various agate information. Upon user selection of a menu item, program 31 displays corresponding up-to-date information. In addition program 31 records the user's selection and his viewing activity with respect to the agate information. In particular, program 31 (and its component program controller 79) generates screen views and transmits them to

the user. (*See* Gerace, Col. 4, Lines 27-48) The user may then make selections from this screen view, while program 31 records these selections. Thus, the program 31 of Gerace creates views to be displayed to logged in user, sends these views to the user and records the selection activity of the user with respect to the rendered view.

More specifically, Gerace stores "each click of a mouse and corresponding cursor position to effectively record the user's motions/movements" in a User Action History Object (*See* Gerace, Col. 7, Lines 16-18), along with the identification of the screen view displayed by a user such that an item selected can be identified (via a click of the mouse with cursor positioned on the item) and the screen position of the selected item. The User Viewing History Object records the orientation of the item relative to a page or screen view. (*See* Gerace, Col. 7, Lines 22-40), Thus, Gerace records and identifies a user's interaction with a rendered view by recording the position of the user's cursor when the user clicks or selects an object of the view. Thus, the recording of user actions in Gerace is directly dependent on the particular view displayed to the user, and a user's interaction with the view is determined by identifying items based upon user actions.

Accordingly, Applicant respectfully submits that Gerace does not disclose, "receiving a first frame identifier and a first network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame of a view provided by a location distinct from the tracking location and the first frame identifier is assigned in code executable to present the view," as recited by Claim 1, and respectfully requests the withdrawal of the rejection of Claim 1. Additionally, as Claims 8, 13, 20, 25 and 26 contain limitations similar to Claim 1, Applicant respectfully requests the withdrawal of the rejection of these claims as well.

Dependent Claims 2-7, 9-12, 14-19 and 21-24

As Claims 2-7, 9-12, 14-19 and 21-24 are further limitations on patentable Claims 1, 8, 13 or 20, Applicant respectfully submits that Claims 2-7, 9-12, 14-19 and 21-24 are patentable as well. Consequently, Applicant respectfully requests the withdrawal of the rejection of these claims as well.

Newly Added Claim 27

Applicant has added Claim 27 to point out and distinctly claim the invention. Applicant respectfully submits that no new matter has been added by this amendment. Additionally, Applicant respectfully submits that newly added Claim 27 is allowable for at least the reasons presented herein.
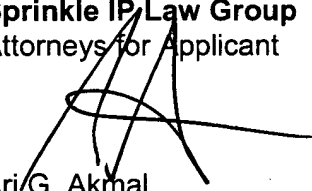
CONCLUSION

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of Claims 1-27. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

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